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Public relations writing and media techniques pdf

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Book Title: Public Relations : Writing and Media Techniques Author: Dennis L. Wilcox Language: English ISBN: 9781292055985 / 1292055987 Year: 2014 File Size: 11.2 MB Total Downloads: 545 Total Views: 10,272 Edition: Seventh edition, PNIE Pages: 467 This book provides techniques and strategies for writing and working with the media in public relations. The author, Dennis L. Wilcox, is a professor emeritus of public relations at San Jose State University and has made significant contributions to the field, including serving as director of the School of Journalism & Mass Communications. Wilcox has written two other popular textbooks on public relations and is an accredited member of the Public Relations Society of America (PRSA). He has received several awards for his work, including PRSA's "Educator of the Year" award. A professor at the University of Georgia's Grady College of Journalism and Mass Communication teaches various public relations courses, including crisis communication and management. On the graduate level, he instructs students in management, persuasion, campaign research, and public opinion. His research focuses on public relations theory, practice, pedagogy, and crisis and health communication, with publications in several prominent academic journals. He regularly presents his research at national and international conferences and has co-authored books on public relations strategies and tactics. Additionally, he serves on the board of the Plank Center for Leadership in Public Relations and is a member of the Arthur W. Page Society. Prior to his academic career, he worked in public relations for 15 years at Bethel College in Kansas.